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## **Особенности перевода рекламного текста**

Данная статья посвящена рассмотрению особого вида текста – рекламного; описываются функции, особенности, структура рекламного текста. В статье также представлены разные точки зрения на функционально-стилевой статус рекламного текста.

## **Peculiarities of translating advertisement texts**

Nowadays advertisement has become an essential part of modern society. It is everywhere: in mass media, on the public transport, on TV, or on the Internet. Advertisement has penetrated into all parts of our life. It has become a subject of different scientific studies: marketing, psychology, sociology, journalism and linguistics - it appears as a multi-faceted phenomenon.

Advertising texts have their peculiar linguistic characteristics. First of all, they vary according to a communicative aim. According to E. A. Bazhenova, advertising texts fulfill several communicative functions:

- Appealing and emotional (a text is a pragmatic concerned message to a receiver);
- Representative (introducing information);
- Impacting (a text is a persuasion that information is true, or that it is necessary to act in some way).

The question concerning a functional style of the advertising text is still controversial. In D. Rosental and N. Kohtev's opinion, this text belongs to the publicist (newspaper) style. Other specialists consider it to be a combination of different styles, genres, types of speech: spoken and written language, dialogue and monologue, colloquial, scientific, official functional styles and others. Another opinion (shared by E. C. Kara-Mursa and I. A. Sternin) argues that the advertising text differs from publicist

style in theme and function. The subject of publicist style is a socially important event while advertising focuses on goods or services. The main function of the advertising text is to render an impact on a potential consumer. This allows considering the advertising text as a separate functional style of speech [3]. But it is worth noting that despite its peculiarities the advertising text is close to publicist style. Similarity of the basic functions (informing, assessment, impact and persuasion), the aim (impulse of mass consumer for a certain act) and the social meaning (especially in the economic field) proves this opinion.

As for peculiar characteristics of the advertising text, one should mention its expressive character. It can be achieved by obeying the certain stylistic principles: dialogic and personal. The dialogic principle of the statement provides for a contact of producer with consumer. It is achieved by using interrogative sentences. The personal principle is connected with the presence of a copywriter's informal dialogue with the consumer, the usage of colloquial expressions. Typical devices of this principle are usage of personal pronouns, allusions etc. [1].

Another important characteristic of the advertisement text is modality. It consists of the main content and the individual assessment of given information. As the pragmatic aim of a copywriter is to induce the consumer for purchase – and the stylistic devices contribute to provoking a certain attitude to the product. The next one is completeness that means an opportunity of reply to the text. As most texts belong to standard texts their characteristic feature is coherence. An even more important characteristic of the advertisement text is its orientation towards a recipient. A recipient can be a person or a company [2].

Due to extralinguistic factors the advertising text is characterized by compression and compactness. It includes verbal and non-verbal parts. The last one consists of visual graphic (print, color, pictures, composition), kinetic (gestures, pose, mimicry) and auditory (intonation, rhythm and other means of prosody) elements. All of them determine the structure of the advertising text.

Comparing the style of the advertising text with other texts it is easy to notice that it violates logical and grammatical connections between words in a sentence. Different sentences in one advertising text can be printed differently, with different size of letters (or on the contrary the same size of all letters) [1].

The basis of a semantic structure is an idea determining the image of an advertised product and also the literary form of a text. Advertising ideas

are so various but it is always a creative discovery which is valued for its novelty and originality. An advertising slogan is aimed at conveying the overall idea of the text. It is compressed, clear and easy. Besides, an important role in the semantic structure is played by argumentation which facilitates to convince a consumer to buy an advertised product or service [1].

Thus, copywriters want to make their advertisement effective and address it to a certain category of recipients. The main idea of the message should be clear, interesting and attractive. The whole text is aimed at producing a bright impression and motivating consumers to purchase the advertised goods or services – and eventually it is the overall aim of advertisement.

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